

Your area or file:

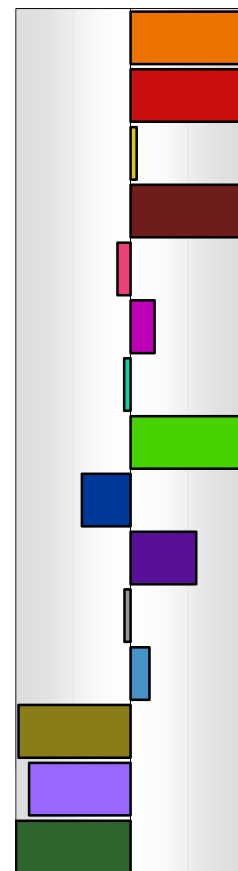
NP02 Henbury and Southmead

Comparison area or file:

Local Authorities - Bristol, City of (Households)

This page ranks the Mosaic Public Sector Groups in your area by percentage. Following this is a description of the top two groups.

Rank	Mosaic Public Sector Groups	Your area/file	%	Comp.	%	Pen. %	Index
1	K Residents with sufficient incomes in right-to-buy social housing	137	26.60	17,538	9.61	0.78	277
2	O Families in low-rise social housing with high levels of benefit need	61	11.84	9,938	5.44	0.61	218
3	I Lower income workers in urban terraces in often diverse areas	54	10.49	18,171	9.95	0.30	105
4	M Elderly people reliant on state support	52	10.10	8,981	4.92	0.58	205
5	J Owner occupiers in older-style housing in ex-industrial areas	50	9.71	19,999	10.96	0.25	89
6	N Young people renting flats in high density social housing	37	7.18	10,851	5.94	0.34	121
7	H Couples and young singles in small modern starter homes	34	6.60	12,768	6.99	0.27	94
8	B Residents of small and mid-sized towns with strong local roots	28	5.44	2,831	1.55	0.99	351
9	E Middle income families living in moderate suburban semis	28	5.44	17,289	9.47	0.16	57
10	D Successful professionals living in suburban or semi-rural homes	14	2.72	3,152	1.73	0.44	157
11	L Active elderly people living in pleasant retirement locations	8	1.55	2,999	1.64	0.27	95
12	F Couples with young children in comfortable modern housing	7	1.36	2,131	1.17	0.33	116
13	G Young, well-educated city dwellers	3	0.58	49,582	27.16	0.01	2
14	C Wealthy people living in the most sought after neighbourhoods	2	0.39	6,309	3.46	0.03	11
15	A Residents of isolated rural communities	0	0.00	0	0.00	#DIV/0!	#####
Total		515	100	182,539	100	0.28	100



K Residents with sufficient incomes in right-to-buy social housing



Key Features

- Council tenants
- Right to buy
- Comfortable lifestyles
- Few qualifications
- Hard workers
- Self reliant
- Little anti-social behaviour
- Value for money
- Catalogue mail order

Communication Preferences

- Access Information**
[Local Papers and Face to Face](#)
- Not Magazines**
- Service Channels**
[Face to Face](#)
- Not Mobile Phone or Post**

O Families in low-rise social housing with high levels of benefit need



Key Features

- Disadvantaged
- Low incomes
- Unemployment
- Long term illness
- Low rise council housing
- One parent families
- High TV watching
- Dependent on state

Communication Preferences

- Access Information**
[Local Papers and Face to Face](#)
- Not Internet**
- Service Channels**
[Face to Face](#)
- Not Internet, Telephone, Mobile Phone or Post**

Your area or file:

NP02 Henbury and Southmead

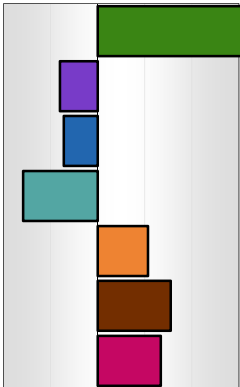
Comparison area or file:

Local Authorities - Bristol, City of (Households)

Date: **21/10/2010**

Mosaic Public Sector classifies all consumers in the United Kingdom by allocating them to one of 7 Supergroups, 15 Groups and 69 Types. These paint a rich picture of UK citizens in terms of their socio-economic and socio-cultural behaviour.

Mosaic Public Sector Supergroups	Your area/file	%	Comp.	% Pen.	%	Index
A Rural and small town inhabitants	28	5.44	2,831	1.55	0.99	351
B Affluent households	16	3.11	9,461	5.18	0.17	60
C Middle income families	35	6.80	19,420	10.64	0.18	64
D Young people starting out	37	7.18	62,350	34.16	0.06	21
E Lower income residents	241	46.80	55,708	30.52	0.43	153
F Elderly occupants	60	11.65	11,980	6.56	0.50	178
G Social housing tenants	98	19.03	20,789	11.39	0.47	167
Total	515	100	182,539	100	0.28	100



The supergroups have been created to provide a high level overview of an area and are constructed by combining together the relevant groups.

These groupings are:

Supergroup A - Groups A and B

Supergroup D - Groups G and H

Supergroup G - Groups N and O

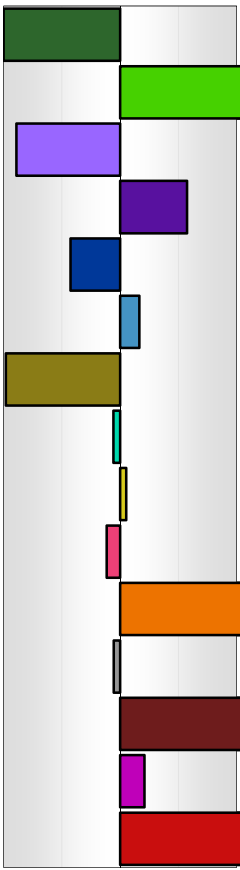
Supergroup B - Groups C and D

Supergroup E - Groups I, J and K

Supergroup C - Groups E and F

Supergroup F - Groups L and M

Mosaic Public Sector Groups	Your area/file	%	Comp.	% Pen.	%	Index
A Residents of isolated rural communities	0	0.00	0	0.00	#DIV/0!	#DIV/0!
B Residents of small and mid-sized towns with strong local roots	28	5.44	2,831	1.55	0.99	351
C Wealthy people living in the most sought after neighbourhoods	2	0.39	6,309	3.46	0.03	11
D Successful professionals living in suburban or semi-rural homes	14	2.72	3,152	1.73	0.44	157
E Middle income families living in moderate suburban semis	28	5.44	17,289	9.47	0.16	57
F Couples with young children in comfortable modern housing	7	1.36	2,131	1.17	0.33	116
G Young, well-educated city dwellers	3	0.58	49,582	27.16	0.01	2
H Couples and young singles in small modern starter homes	34	6.60	12,768	6.99	0.27	94
I Lower income workers in urban terraces in often diverse areas	54	10.49	18,171	9.95	0.30	105
J Owner occupiers in older-style housing in ex-industrial areas	50	9.71	19,999	10.96	0.25	89
K Residents with sufficient incomes in right-to-buy social housing	137	26.60	17,538	9.61	0.78	277
L Active elderly people living in pleasant retirement locations	8	1.55	2,999	1.64	0.27	95
M Elderly people reliant on state support	52	10.10	8,981	4.92	0.58	205
N Young people renting flats in high density social housing	37	7.18	10,851	5.94	0.34	121
O Families in low-rise social housing with high levels of benefit need	61	11.84	9,938	5.44	0.61	218
Total	515	100	182,539	100	0.28	100



NP02 Henbury and Southmead
 Comparison area of file:
Local Authorities - Bristol, City of (Households)

Mosaic Public Sector Types	Your areafile	%	Comp.	%	Pen. %	Index
Group A - Residents of isolated rural communities						
A01 Rural families with high incomes, often from city jobs	0	0.00	0	0.00	0.00	0
A02 Retirees electing to settle in environmentally attractive localities	0	0.00	0	0.00	0.00	0
A03 Remote communities with poor access to public and commercial services	0	0.00	0	0.00	0.00	0
A04 Villagers with few well paid alternatives to agricultural employment	0	0.00	0	0.00	0.00	0
Group B - Residents of small and mid-sized towns with strong local roots						
B05 Sector of empty nesters in low density estates on town fringes	9	1.75	1,096	0.60	0.82	291
B06 Self employed trades people living in smaller communities	1	0.19	167	0.09	0.60	212
B07 Empty nester owner occupiers making little use of public services	17	3.30	1,345	0.74	1.26	448
B08 Mixed communities with many single people in the centres of small towns	1	0.19	223	0.12	0.45	159
Group C - Wealthy people living in the most sought after neighbourhoods						
C09 Successful older business leaders living in sought after suburbs	1	0.19	904	0.50	0.11	39
C10 Wealthy families in substantial houses with little community involvement	0	0.00	520	0.28	0.00	0
C11 Creative professionals seeking involvement in local communities	1	0.19	4,425	2.42	0.02	8
C12 Residents in smart city centre flats who make little use of public services	0	0.00	460	0.25	0.00	0
Group D - Successful professionals living in suburban or semi-rural homes						
D13 Higher income older champions of village communities	1	0.19	393	0.22	0.25	90
D14 Older people living in large houses in mature suburbs	5	0.97	1,546	0.85	0.32	115
D15 Well off commuters living in spacious houses in semi rural settings	6	1.17	767	0.42	0.78	277
D16 Higher income families concerned with education and careers	2	0.39	446	0.24	0.45	159
Group E - Middle income families living in moderate suburban semis						
E17 Comfortably off suburban families wearily tied to their local community	1	0.19	3,311	1.81	0.03	11
E18 Industrial workers living comfortably in owner occupied semis	2	0.39	1,553	0.85	0.13	46
E19 Self reliant older families in suburban semis in industrial towns	16	3.11	7,124	3.90	0.22	80
E20 Upwardly mobile South Asian families living in inter war suburbs	0	0.00	445	0.24	0.00	0
E21 Middle aged families living in less fashionable inter war suburban semis	9	1.75	4,856	2.66	0.19	66
Group F - Couples with young children in comfortable modern housing						
F22 Busy executives in town houses in dormitory settlements	4	0.78	1,321	0.72	0.30	107
F23 Early middle aged parents likely to be involved in their children's education	0	0.00	79	0.04	0.00	0
F24 Young parents new to their neighbourhood, keen to put down roots	3	0.58	731	0.40	0.41	145
F25 Personnel reliant on the Ministry of Defence for public services	0	0.00	0	0.00	0.00	0
Group G - Young, well-educated city dwellers						
G26 Well educated singles living in purpose built flats	0	0.00	9,088	4.98	0.00	0
G27 City dwellers owning houses in older neighbourhoods	0	0.00	3,322	1.82	0.00	0
G28 Singles and sharers occupying converted Victorian houses	0	0.00	2,402	1.32	0.00	0
G29 Young professional families settling in better quality older terraced	1	0.19	10,533	5.77	0.01	3
G30 Diverse communities of well educated singles living in smart, small flats	0	0.00	2,061	1.13	0.00	0
G31 Owners in smart purpose built flats in prestige locations, many newly built	0	0.00	7,111	3.90	0.00	0
G32 Students and other transient singles in multi-let houses	0	0.00	8,628	4.73	0.00	0
G33 Transient singles, poorly supported by family and neighbours	2	0.39	2,914	1.60	0.07	24
G34 Students involved in college and university communities	0	0.00	3,523	1.93	0.00	0
Group H - Couples and young singles in small modern starter homes						
H35 Childless new owner occupiers in cramped new homes	18	3.50	6,877	3.77	0.26	93
H36 Young singles and sharers renting small purpose built flats	7	1.36	3,289	1.80	0.21	75
H37 Young owners and rented developments of mixed tenure	9	1.75	1,889	0.93	0.53	189
H38 People living in brand new residential developments	0	0.00	913	0.50	0.00	0
Group I - Lower income workers in urban terraces in often diverse areas						
I09 Young owners and private renters in inner city terraces	0	0.00	483	0.26	0.00	0
I40 Multi-ethnic communities in newer suburbs away from the inner city	0	0.00	3,633	1.99	0.00	0
I41 Renters of older terraces in ethnically diverse communities	0	0.00	916	0.50	0.00	0
I42 South Asian communities experiencing social deprivation	0	0.00	456	0.25	0.00	0
I43 Older town centres terraces with transient, single populations	51	9.90	6,765	3.71	0.75	267
I44 Low income families occupying poor quality older terraces	3	0.58	5,918	3.24	0.05	18
Group J - Owner occupiers in older style housing in ex-industrial areas						
J45 Low income communities reliant on low skill industrial jobs	30	5.83	10,341	5.67	0.29	103
J46 Residents in blue collar communities revitalised by commuters	11	2.14	6,393	3.50	0.17	61
J47 Comfortably off industrial workers owning their own homes	9	1.75	3,265	1.79	0.28	98
Group K - Residents with sufficient incomes in right-to-buy council houses						
K48 Middle aged couples and families in right-to-buy homes	27	5.24	3,135	1.72	0.86	305
K49 Low income older couples long established in former council estates	26	5.05	2,489	1.36	1.04	370
K50 Older families in low value housing in traditional industrial areas	16	3.11	4,437	2.43	0.36	128
K51 Often indebted families living in low rise estates	68	13.20	7,477	4.10	0.91	322
Group L - Active elderly people living in pleasant retirement locations						
L52 Communities of wealthy older people living in large seaside houses	0	0.00	544	0.30	0.00	0
L53 Residents in retirement, second home and tourist communities	0	0.00	0	0.00	0.00	0
L54 Retired people of modest means commonly living in seaside bungalows	2	0.39	559	0.31	0.36	127
L55 Capable older people leasing / owning flats in purpose built blocks	6	1.17	1,896	1.04	0.32	112
Group M - Elderly people reliant on state support						
M56 Older people living on social housing estates with limited budgets	27	5.24	2,267	1.24	1.19	422
M57 Old people in flats subsisting on welfare payments	6	1.17	1,592	0.87	0.38	134
M58 Less mobile older people requiring a degree of care	5	0.97	1,843	1.01	0.27	96
M59 People living in social accommodation designed for older people	14	2.72	3,279	1.80	0.43	161
Group N - Young people renting flats in high density social housing						
N60 Tenants in social housing flats on estates at risk of serious social problems	4	0.78	1,730	0.95	0.23	82
N61 Childless tenants in social housing flats with modest social needs	27	5.24	4,006	2.19	0.67	239
N62 Young renters in flats with a cosmopolitan mix	0	0.00	755	0.41	0.00	0
N63 Multicultural tenants renting flats in areas of social housing	0	0.00	532	0.29	0.00	0
N64 Diverse home sharers renting small flats in densely populated areas	0	0.00	336	0.18	0.00	0
N65 Young singles in multi-ethnic communities, many in high rise flats	0	0.00	541	0.30	0.00	0
N66 Childless, low income tenants in high rise flats	6	1.17	2,951	1.62	0.20	72
Group O - Families in low-rise council housing with high levels of benefit need						
O67 Older tenants on low rise social housing estates where jobs are scarce	19	3.69	4,146	2.27	0.46	162
O68 Families with varied structures living on low rise social housing estates	22	4.27	2,250	1.23	0.98	347
O69 Valuable young parents needing substantial state support	20	3.88	3,542	1.94	0.56	200
Total	515	100	162,539	100	0.28	100

Your area or file:

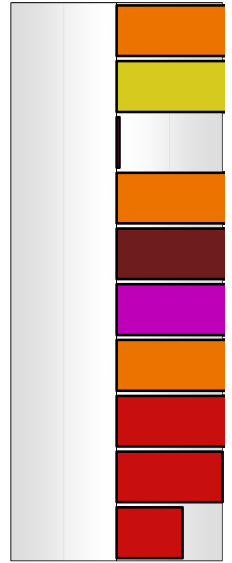
NP02 Henbury and Southmead

Comparison area or file:

Local Authorities - Bristol, City of (Households)

This page identifies the top ten Mosaic Public Sector types in your area ranked on percentage. Following this is a description of the top three types

Rank	Mosaic Public Sector Types	Your area/file	%	Comp.	%	Pen. %	Index
1	51 Often indebted families living in low rise estates	68	13.20	7,477	4.10	0.91	322
2	43 Older town centres terraces with transient, single populations	51	9.90	6,765	3.71	0.75	267
3	45 Low income communities reliant on low skill industrial jobs	30	5.83	10,341	5.67	0.29	103
4	48 Middle aged couples and families in right-to-buy homes	27	5.24	3,135	1.72	0.86	305
5	56 Older people living on social housing estates with limited budgets	27	5.24	2,267	1.24	1.19	422
6	61 Childless tenants in social housing flats with modest social needs	27	5.24	4,006	2.19	0.67	239
7	49 Low income older couples long established in former council estates	26	5.05	2,489	1.36	1.04	370
8	68 Families with varied structures living on low rise social housing estates	22	4.27	2,250	1.23	0.98	347
9	69 Vulnerable young parents needing substantial state support	20	3.88	3,542	1.94	0.56	200
10	67 Older tenants on low rise social housing estates where jobs are scarce	19	3.69	4,146	2.27	0.46	162



51 Often indebted families living in low rise estates



Key Features

- Large families
- Council estates
- Problem debt
- Shop for convenience
- Areas of deprivation
- Children have say in decisions
- Influenced by advertising
- Income topped up with benefits

Communication Preferences

Access Information
[Interactive TV](#), [SMS Text](#)

Not Magazines

Service Channels
[Face to Face](#)

Not Post

43 Older town centres terraces with transient, single populations



Key Features

- Low income
- Unemployment
- Terraced housing
- Few qualifications
- Service jobs
- Manual labour
- Limited car access
- Low technology access

Communication Preferences

Access Information
[SMS Text](#), [Interactive TV](#), [Face to Face](#), [Local Papers](#)

Not Magazines, Internet, Telephone

Service Channels
[Face to Face](#)

Not Post

45 Low income communities reliant on low skill industrial jobs



Key Features

- Low wages
- Low unemployment
- Blue collar jobs
- Stable communities
- Late adopters
- Affordable housing
- Drive to shops
- Value for money

Communication Preferences

Access Information
[Interactive TV](#), [Face to Face](#), [Local Papers](#)

Not Magazines, Internet, National Papers

Service Channels
[Face to Face](#)

Not Post

Profile Reports Explained:

A profile report allows you to understand the characteristics of a citizen / prospect file or a geographical catchment, compared to a comparison file or area.

For more information on profiles please refer to the knowledge base at <http://www.publicsectorknowledgebase.co.uk>

Your area/file:
The number of records in your chosen area that fall within each Mosaic group.

Comparison area/file:
The number of records in your chosen comparison area that fall within each Mosaic group.

Penetration Percentage:
Shows the proportion of the comparison area that is made up of your area's population for each Mosaic group. For example, if the penetration of group A was 10%, then your area represents 10% of all group A's living within the comparison area.

Example profile

Client: **Client Name**
Your contact: **account manager name**

Mosaic Public Sector classifies all consumers in the United Kingdom by allocating them to one of 7 Supergroups, 15 Groups and 69 Types. These paint a rich picture of UK citizens in terms of their socio-economic and socio-cultural behaviour.

Mosaic Public Sector Supergroups	Your area/file	%	Comp.	% Pen.	% Inde.	
A Rural and small town inhabitants	53	0.41	33,425	1.03	0.16	40
B Affluent households	778	6.02	298,991	9.23	0.26	65
C Middle income families	1,009	7.80	412,985	12.74	0.24	61
D Young people starting out	3,751	29.00	1,169,884	36.10	0.32	80
E Lower income residents	2,263	17.50	548,859	16.94	0.41	103
F Elderly occupants	622	4.81	118,528	3.66	0.52	131
G Social housing tenants	4,457	34.46	658,052	20.31	0.68	170
Total	12,933	100	3,240,724	100	0.40	100

Index:
Shows how close your area % is to the comparison area %.
An index of 100 means your area % is equal to the comparison area %.
Below 100 means your area % is lower than the comparison area %.
Above 100 means your area % is higher than the comparison area %.

Your area/file percentage:
The number of records in your chosen area that fall within each Mosaic group as a percentage of the total in your area.

The supergroups have been created to provide a high level overview of an area and are constructed by combining together the relevant groups. These groupings are:

- Supergroup A - Groups A and B
- Supergroup B - Groups C and D
- Supergroup C - Groups E and F
- Supergroup D - Groups G and H
- Supergroup E - Groups I, J and K
- Supergroup F - Groups L and M

Mosaic Public Sector Groups	Your area/file	%	Comp.	% Pen.	% Inde.	
A Residents of isolated rural communities	0	0.00	1,150	0.04	0.00	0
B Residents of small and mid-sized towns with strong local roots	53	0.41	32,275	1.00	0.16	41
C Wealthy people living in the most sought after neighbourhoods	724	5.60	264,004	8.15	0.27	69
D Successful professionals living in suburban or semi-rural homes	54	0.42	34,987	1.08	0.15	39
E Middle income families living in moderate suburban semis	962	7.44	385,061	11.88	0.25	63
F Couples with young children in comfortable modern housing	47	0.36	27,924	0.86	0.17	42
G Young, well-educated city dwellers	3,123	24.15	989,627	30.54	0.32	79
H Couples and young singles in small modern starter homes	628	4.86	180,257	5.56	0.35	87
I Lower income workers in urban terraces in often diverse areas	1,980	15.31	451,907	13.94	0.44	110
J Owner occupiers in older-style housing in ex-industrial areas	94	0.73	36,672	1.13	0.26	64
K Residents with sufficient incomes in right-to-buy social housing	189	1.46	60,260	1.86	0.31	79
L Active elderly people living in pleasant retirement locations	173	1.34	57,056	1.76	0.30	76
M Elderly people reliant on state support	449	3.47	61,472	1.90	0.73	183
N Young people renting flats in high density social housing	4,277	33.07	621,754	19.19	0.69	172
O Families in low-rise social housing with high levels of benefit need	180	1.39	36,298	1.12	0.50	76
Total	12,933	100	3,240,724	100		

Comparison area/file percentage:
The number of records in your chosen comparison area that fall within each Mosaic group as a percentage of the total in the comparison area.

Index Value Graph:
Shows the index value visually.
The centre line is 100, where your area % and the comparison area % are equal.
Left of centre means that the Mosaic Group is underrepresented in your area/profile compared to the comparison area/profile.
Right of centre means that the Mosaic Group is overrepresented in your area/profile compared to the comparison area/profile.

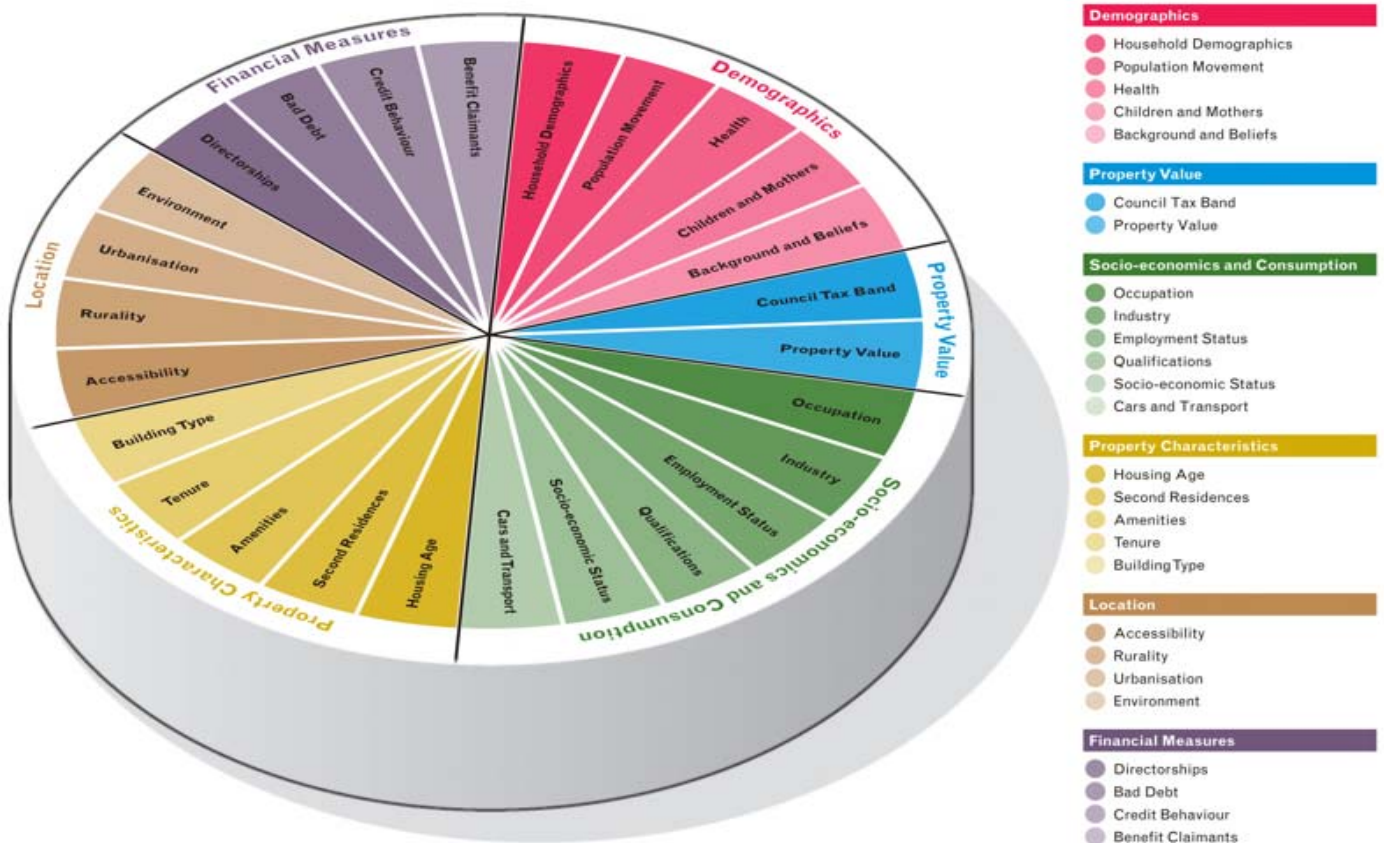
Mosaic Public Sector Data Sources

Data Sources

A total of 440 data elements have been used to build this latest version of Mosaic Public Sector. These have been selected as inputs to the classification on the basis of their volume, quality, consistency and sustainability.

62 percent of the information used to build Mosaic Mosaic Public Sector is sourced from a combination of data that includes Experian's UK Consumer Dynamics Database, which provides consumer demographic information for the UK's 47 million adults and 24 million households. This database is built from an unrivalled variety of privacy-compliant public and Experian proprietary data and statistical models. These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys and other compiled consumer data.

The remaining 38 percent of the data is sourced from Census current year estimates that Experian has produced by utilising its wealth of data assets to track change in key 2001 Census variables. All of the information used to build Mosaic Public Sector is continuously updated. This enables Experian to verify and update the classification twice a year.



The Mosaic Family Tree

The Mosaic Family Tree illustrates the major demographic and lifestyle polarities between the Types and Groups, and shows how the Mosaic Types relate to each other.

Mosaic Migration helps to determine the probable location paths of different Mosaic Types and how households might move through the Mosaic Family Tree over time. This is useful for understanding the origin, stability and aspirations of the people within each Mosaic Type.

